

REF2021 will “assess the quality of submitted research outputs in terms of their ‘originality, significance and rigour’, with reference to international research quality standards.” They will also “recognise the significance of outputs beyond academia wherever appropriate” (p66). The significance of a research output can be increased after its publication – some suggestions include:

- **Make it available on KAR**

If the research output is an article, then the REF open access mandate will mean that it should already be on KAR with full text available or available after an embargo period. However, the repositories at Kent enable us to share many forms of research output, including [practice research works](#), [data](#), and other forms of publication. Adding the full text of a publication increases the download and use of the work – for advice on appropriate versions and licences, please talk to the [IS research support team](#).

- **Share your data**

Archiving and sharing your data according to FAIR Data principles keeps your data secure and allows other scholars to verify your work and build on it. It enhances your reputation and increases your citable work. Using a trusted data repository that applies a digital object identifier (DOI) and uses rich metadata ensures your work will be findable and accessible. Saving your data in open or standard file formats ensures your data are interoperable and are usable in the future, across the world and can contribute to Big Data projects. Including documentation describing the provenance, methodologies and legal and ethical status of the data ensures it will be reusable, and using the repository’s suite of licences ensures you retain control of how it is reused. Moreover, sharing your data in a trusted data repository ensures that you receive credit for all your work and its contribution to your field of research. The IS research support team can advise on any aspect of this.

- **Hold a launch event**

Holding an event to which you can invite discipline leaders or panel members can raise awareness of an output. This can form part of a larger conference or conference presentation and small practical steps can make a big difference, such as including a QR code on a poster to promote the work behind the poster, or including the poster in the repositories for sharing beyond the event. Please [contact the OSC](#) with any specific questions.

- **Invite reviews**

Inviting others to review the work publicly – whether on the publishers website, amazon, preprint server, through open peer review or as a book review in a journal can increase the reach of an output.

- **Kudos**

Kudos is a free tool which allows you to widen the audience of your publication by adding a simpler title, a plain language summary, a statement on why the research is important, and an author perspective. You can then easily share your publication via Kudos and it will measure how effective your dissemination activity has been. Using Kudos also collates all the engagement with your research output on other platforms – whether that is through your email signature, social media or mailing list distribution. For more information on Kudos, see the [blog post](#) or [get in touch](#).

- **Social media**

This doesn’t need to be your social media – use the accounts that are associated with you – the school, your research group, your collaborators may already have accounts on the various platforms and there is no need to duplicate effort. Top tips, such as sharing using a Kudos link or DOI to ensure the media is linked to the research output, and on sharing research via various social media platforms more generally alongside information on how to access these platforms and creating an academic profile through social media, if this is a new world to you, are available on the [OSC website](#).

- **Talk to us**

We know that each research output, each research topic and each researchers is individual and that this is general advice – if you would like to discuss a particular research output or dissemination plan/output strategy then do [get in touch](#).